



**DEMING/LUNA COUNTY MAINSTREET PROGRAM**  
**OFFICE: 320 S. SILVER AVE MAIL: 109 EAST PINE STREET**  
**DEMING, NM 88030**

**Board Meeting Minutes**  
**September 10, 2015 7:30 AM at Grand Motor Inn**

**Board of Directors Members: 9, Quorum Present**

**Attachments:** Sign-in Sheet, Pathway to Certified MainStreet Affiliate

**Proceedings**

**A. Welcome**

President Ron Wolfe called the meeting to order at 7:32 AM. Guest Liz Blackham was introduced, Liz is a long-time vendor at the Farmers Market, and was interested in how DMS works.

**B. Approval of Agenda**

Two items were added to New Business – Healing House Meeting and NMMS Site Visit. Motion to approve agenda with changes by Arsen, second by Monica, motion carried.

**C. Approval of August 2015 Minutes**

Motion to approve Aug 13, 2015 minutes unchanged by Tamara, second by Monica, motion carried.

**D. Treasurer's Report**

Report was e-mailed/distributed to board members. Future financials will be password protected. Tom requested a grant expenditures spreadsheet update be published, Tamara agreed..

..

**E. Old Business**

**a. Need for Board Member(s)** – Still looking for..

**b. Interview/ED Status** – 1<sup>st</sup> interviewee rejected an offer, Micki reported the 2<sup>nd</sup> was apparently no longer interested in the job, as she was looking elsewhere, 3<sup>rd</sup> said she had “made other arrangements” and was no longer interested. In view of this, it was proposed to re-contact 1<sup>st</sup> and 2<sup>nd</sup> prospects and Monica motioned authorizing spending more funds to advertize the position, if necessary, second by Micki, motion carried.

**c. MS State Certification** – NMMS issued list of steps for DMS certification. Ron will upload the available required Dashboard items, Monica to look at and co-ordinate other listed items..

**d. Arts Park** – Micki has previously volunteered to open and close the park daily. There will be another Arts show/exhibit on Saturday, Sept 19.

**e. Fundraisers** – Christie Ann thinks it's too late to organize a bike run, but will look at next year. Barb R suggested promoting Deming as a dining destination. Question asked how this would generate funds for MS. Ron will contact Harlem Ambassadors for another event.

**F. New Business**

**a. NMMS Quarterly** – Christie Ann attended NMMS quarterly meeting in Artesia on behalf of DMS. .

**b. NMMS Appropriations** – Barb R said DMS does not qualify for NMMS capital outlay as outlined by recent NMMS RFP.

**c. Healing House Meeting** – Christie Ann, Betteanne S and Tom met with Irene Trejo, Program Director ([irene\\_trejo@lunacountynm.us](mailto:irene_trejo@lunacountynm.us)). The meeting concerned promotion of Domestic Awareness Month in October. DMS volunteered to do whatever they could to help. Christie Ann met later with Aaron who said they could put purple awareness ribbons around trees on any street in Deming except Pine, Larry suggested that the ribbons could be posted on private properties along Pine. Crime Stoppers can probably participate more than DMS.

**d. NMMS Site Visit** - Christie Ann to co-ordinate the logistics of the visit, Ron will not be present, Monica to do further co-ordination. Tom will circulate the site information for the board/volunteer survey. Barb R/Monica will contact partners to fill out survey.

## **G. Committee Reports**

**a. Executive Director** – Will issue monthly/quarterly reports to city/county. Tom will continue to compile the volunteer hours, Ron will issue monthly/quarterly reports until new Ex Dir assumes these tasks

**b. Organization** – No Report, no committee.

**c. Marketing & Promotions** – Betteanne Strauss reported that the Farmers Market 20% discount on food products was a great success for vendors and customers. FM will do this again on Sept. 26 for the craft vendors. Board requested that in the future, board review market operation and any hiring. Betteanne S said she did not think that was necessary or timely. The board is reminded that a proposed budget was presented in the April 21 meeting, but was tabled until the May meeting, and no further action was taken on it..

**d. Economic Positioning** – No report, Bruce in Albuquerque.

### **e. Design**

1) Leyendecker Park - Christie Ann showed a partial rendering of the proposed renovation. Detailed estimates needed to prepare a design package are due soon. Barb R suggested a local artist who might be able to help with the layout graphics (Lisa Flynn?)

2) Radio Shack Wall – The wall has been repaired. Next step is finishing/mural for the wall. Tom and Christie Ann will pursue these items.

## **H. Other**

**Reminder** – NMMS board training webinars will be available Sept 17 and Oct 15 at noon, you must register on the site. Two were offered on Aug 20 and Sept 4. Both of them should be available for view on the website. See attachment on page 5.

## **I. Adjourn**

Motion to adjourn by Tamara, second by Monica, motion carried. Meeting adjourned at 8:58 AM.

**Next meeting Thursday, October 8, 7:30 AM at the Grand Motor Inn**

*Submitted by Secretary Tom Strauss*

*Dated: September 12, 2015*

Deming MainStreet General Meeting Sign-in Sheet      Date: Thursday, September 10, 2015

Board Members - Sign ONLY, unless other information has changed

Guests - Fill in e-mail address, IF you would like a copy of the minutes of this meeting

Name	e-mail	Company
Tom STRAUSS		
Patricia Simon Julie Ann Jura		
Micki Spillstedt Ran wake	micki@ucdowntown.com	UC Downtown Real Estate.
Monica Stanley		
Jamaa Just		
Mary Mackey	mmackey@cityofdeming.org	City of Deming
Liz Blackham		
Ab-Sen Khanbarian	grandmotorinn@aol.com	GRAND HOTEL
Barbara Feely		
Larry KITASKY	Present - not signed - in	

## Deming MainStreet - Pathway to Certified MainStreet Affiliate

### **Annual Compliance Requirements (must be uploaded to the online dashboard)**

1. \*IRS Form 1023 Application
2. Updated Board Roster
3. Updated Conflict of Interest Disclosure Statements for all board members
4. Current IRS Form 990 filing
5. Current NM Attorney General Registration
6. \*Current NM Secretary of State Corporation Registration
7. Updated (annual) operating budget
8. Annual work plan (adopted) with Four Project projects identified
9. \*Bylaws (and Amendments to bylaws) uploaded to dashboard
10. Signed MOU with City, with Council Resolution
11. All quarterly Economic reports filed with NMMS (last 4 quarters; these are not loaded to the dashboard, but sent to Keith Kjelstrom)
12. Evidence of progress/projects in the MainStreet Four Points; must upload 2-page summary to the dashboard. Projects should be development/implemented in accordance with priorities of the downtown master plan adopted by the local government partner.
13. Completion of annual assessment surveys: 1) board/staff survey, 2) partner survey (I will send links by 8/24/15)
14. Minimum of 80% Board participation in annual assessment/site visit with NMMS.

### **Other Requirements:**

15. Hiring of Executive Director, minimum of 30 hrs/week
16. Minimum of \$45,000 funding for OPERATIONS
17. Minimum of \$35,000 financial commitment from local government partner(s) for OPERATIONS
18. \*Executive Director (or board member alternate) fully attends all NMMS quarterly meetings/trainings
19. Executive Director fully attends National MainStreet Center conference within 2 years of hire.
20. \*Board President (or board member alternate) fully attends at least one NMMS quarterly meeting/year
21. Executive Director and Board President (or board member alternate) fully attends at least one National MainStreet Conference every four years.

### **In FY2017:**

- Identify 3-4 annual Economic Development STRATEGIES for the downtown district; align MainStreet Four Points projects (including work plans, metrics, and outcomes) to support

\*Deming MainStreet is compliant with this element, as of 8/22/15.

**From:** "Blyth, Anna

**Subject: RE: New Mexico MainStreet Webinar Series: First Webinar to be held on August 20, 2015**

Hello MainStreet Leaders:

My name is Anna Blyth and I am the new Communications/Media Specialist with the New Mexico MainStreet Program. I am writing to you to share exciting news about an upcoming webinar series being presented by NMMS. The first webinar will be held next week, August 20, 2015, and I have include information below. I am also attaching the list of upcoming webinars, registrations for later webinars will be sent out under a separate cover.

Please register for Asset-Based Economic Development - Part I: Introduction to Asset-Based Economic Development & National MainStreet Four Points on Aug 20, 2015 12:00 PM MDT at:

<https://attendee.gotowebinar.com/register/8779165309632606977>

This webinar opens a three-part series on the MainStreet approach to economic development and district revitalization. The session will contrast asset-based and classic (e-based) economic development approaches, explore the key elements of asset-based methods and examine how the MainStreet Four Point approach fits within the context of new operating guidelines set forth by the National Main Street Center under the Four Point Refresh initiative.

After registering, you will receive a confirmation email containing information about joining the webinar.

Brought to you by GoToWebinar®  
Webinars Made Easy®

Please don't hesitate to contact Anna Blyth at NMMS for assistance, email [annaj.blyth@state.nm.us](mailto:annaj.blyth@state.nm.us), or telephone 505-827-0143.

*New Mexico MainStreet Webinar Series:*

*Intended Audience: Board members, staff and partners for MainStreet/Arts & Cultural District organizations and others interested in understanding the MainStreet approach to economic development. NMMS has created these webinars based on feedback from the Winter Quarterly Board Member Round Table specifically for those who are unable to attend the NMMS Quarterly Networking Meetings or NMMS Training Institutes. The content of these webinars represents a renewed focus on economic development goals and metrics by the National Main Street Center and state coordinating bodies.*

**Anna Blyth**

Communications/Media Specialist

New Mexico MainStreet

New Mexico Economic Development Department

Office: (505) 827-0143

[annaj.blyth@state.nm.us](mailto:annaj.blyth@state.nm.us)